NEWS RELEASE

FROM THE LOYOLA OF MONTREAL
OFFICE OF DEVELOPMENT AND PUBLIC RELATIONS
TELEPHONE: 482 - 0320

FOR RELEASE AT 8.30 P.M.
MONDAY, NOVEMBER 21st, 1966

LOYOLA LAUNCHES $6,600,000 NATIONAL PUBLIC APPEAL

Loyola of Montreal launched the public phase of a $6,600,000 building program tonight with a Canvasser Rally in the College Auditorium.

Keynote speaker was Arthur F.Mayne, Campaign General Chairman, and Executive Vice-President, Royal Bank of Canada.

Honorary Chairmen of the Loyola National Appeal are Samuel Bronfman LL.D.; Desmond A.Clarke; G.Arnold Hart M.B.E.; J. Louis Levesque LL.D; and John G.McConnell.

Pointing out that the overall objective of the program, including Government grants, is $17,600,000, Mr. Mayne reported that contributions to date exceed $3,000,000.

$500,000 FROM MCCONNELL FOUNDATION

A gift from the J.W.McConnell Foundation of $500,000 was announced by the General Chairman who remarked on "this outstanding act of generosity which could not have been more timely".

"The response to our pre-campaign solicitation across Canada has been outstanding", Mr. Mayne stated, "there is no doubt that Loyola is recognized as an important member of the national community of universities."

The General Chairman reminded his audience that "we must count on our Canvassers to be sacrificial in the effort they put into their asking, as we count on a sacrificial level of giving from those of us who give." He stated that "support is coming from every sector of our community. This reflects the broad acceptance of Loyola's role in education in our province and in our country."

Mr. Mayne introduced the president of Loyola, Very Rev. Patrick G. Malone S.J., to the canvassers. "Our job, as we see it, is to help you find the financial means of continuing and expanding the e ducational task of Loyola. We propose not to let you or Loyola faculty and students down."

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REMARKS OF CLIFFORD S.MALONE, DEPUTY CHAIRMAN, LOYOLA'S NATIONAL PUBLIC APPEAL, AND PRESIDENT OF CHEMCELL LIMITED, READ TO CANVASSER RALLY

"I am sorry I cannot be with you this evening to add my words to those of your general chairman exhorting you to the maximum effort in support of Loyola.

However, my absence does not mean I am not working, and my journey to New York gives me an opportunity to present Loyola's appeal to important prospects in the corporate and foundation community of the United States.

The task facing us in this appeal is a big one, but the efforts of your chairman and his committee thus far have given us all cause to feel we shall succeed. The example of those of us who have been for so long a part of Loyola will play a significant part in the attainment of our objective.

My own thanks for your help in meeting Loyola's needs."

(Signed) Clifford S. Malone
Deputy Chairman

November 21st, 1966.